

## CLAIMS

1. Apparatus for fastening together at least two container portions of at least one among an envelope, mailer, form and brochure and allowing the separation thereof, the apparatus including:

5 first and second container portions, said first and second container portions being engageable;

at least one adhesive spot disposed upon said first container portion, said at least one adhesive spot being capable of fastening together said first and second container portions; and

at least one weakened area formed into said first container portion, wherein each said at  
10 least one weakened area is disposed adjacent to one of said at least one adhesive spot, further wherein each said at least one weakened area includes at least three cuts and has an overall generally arcuate shape, whereby said at least one weakened area assists in easing the separation and release of said first and second container portions by limiting the tearing of at least one among said first and second container portions proximate to said at least one adhesive spot,  
15 further whereby said at least one weakened area is sturdy enough to limit detachment of said first container portion proximate to said at least one adhesive spot from said first container portion.

2. The apparatus of claim 1, wherein said at least one adhesive spot is alone capable of fastening together said first and second container portions absent any other adhesive for  
20 fastening together said first and second container portions.

3. The apparatus of claim 2, wherein at least one among said first and second container portions is removable from the at least one among an envelope, mailer, form and brochure along at least one perforation line.

4. The apparatus of claim 2, further including at least one additional weakened area formed into said second container portion, whereby when said first and second container portions are connected together, one of said at least one additional weakened area is aligned with one of said at least one weakened area.

5. The apparatus of claim 4, wherein said at least one weakened area and said at least one additional weakened area ease the separation of said first and second container portions by limiting the tearing of said first and second container portions proximate to said at least one adhesive spot.

6. The apparatus of claim 5, wherein at least one among the shape and size of said at least one additional weakened area is not the same as at least one among the shape and size of said at least one weakened area.

7. The apparatus of claim 2, wherein each said weakened area extends around less than approximately seventy-five percent of the perimeter of said corresponding adhesive spot.

8. The apparatus of claim 7, wherein each said weakened area extends around less than approximately fifty percent of the perimeter of said corresponding adhesive spot.

9. The apparatus of claim 1, wherein said at least one weakened area is at least partially disposed along the trailing side of said corresponding adhesive spot without entirely surrounding said corresponding adhesive spot.

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10. The apparatus of claim 1, wherein at least one among said at least three cuts of at least one said weakened area at least partially overlaps at least one other among said at least three cuts.

10 11. The apparatus of claim 10, wherein at least one among said at least three cuts of each said weakened area at least partially overlaps at least one other among said at least three cuts of said respective weakened area.

12. The apparatus of claim 11, wherein at least three among said at least three cuts of each  
15 said weakened area at least partially overlaps at least one other among said at least three cuts of said respective weakened area, and wherein said at least one adhesive spot is capable of fastening together said first and second container portions in the absence of any other adhesive for fastening together said first and second container portions.

20 13. Apparatus for fastening together at least two container portions of at least one among an envelope, mailer, form and brochure and allowing the separation thereof, the apparatus including:

first and second container portions, said first and second container portions being engageable;

at least one adhesive spot disposed upon at least one among said first and second container portions, wherein said at least one adhesive spot is alone capable of fastening together said first and second container portions absent any other adhering mechanism for fastening together said first and second container portions, and wherein a first said adhesive spot is disposed upon said first container portion; and

at least one pair of weakened areas, each said weakened area including at least two cuts, wherein a first said pair of weakened areas includes a first weakened area disposed adjacent to said first adhesive spot on said first container portion and a second weakened area disposed on said second container portion in alignment with said first weakened area, whereby when said first and second container portions are connected together, one of said first and second weakened areas overlays the other said weakened area, whereby said at least one pair of weakened areas assists in easing the separation and release of said first and second container portions by limiting the tearing of said first and second container portions proximate to said at least one adhesive spot without the detachment of a substantial part of either of said first and second container portions proximate to said at least one adhesive spot during separation thereof.

14. The apparatus of claim 13, wherein the overall shape of each said weakened area is generally arcuate, and wherein when said first and second container portions are connected together, each said weakened area is disposed at least partially along the trailing side of one of said at least one adhesive spot without entirely surrounding said adhesive spot.

15. The apparatus of claim 13, wherein at least one among said at least two cuts of at least one of said weakened areas at least partially overlaps at least one other of said at least two cuts of said weakened area.

5 16. The apparatus of claim 13, wherein at least two among said at least two cuts of each said weakened area at least partially overlaps at least one other of said at least two cuts of said weakened area.

10 17. The apparatus of claim 16, wherein the shape of at least one of said at least two cuts of each said weakened area is at least partially linear.

18. The apparatus of claim 13, wherein at least one among said first and second container portions is removable from the at least one among an envelope, mailer, form and brochure along at least one perforation line.

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19. The apparatus of claim 18, wherein at least one among said first and second container portions is removable along said at least one perforation line after said first and second container portions are separated from one another proximate to said at least one adhesive spot.

20 20. The apparatus of claim 18, further including at least one tab extending from at least one among said first and second container portions, said at least one tab being useful in enabling separation of said first and second container portions.

21. The apparatus of claim 18, wherein at least one among the shape and size of said second weakened area is not the same as at least one among the shape and size of said first weakened area.

5 22. The apparatus of claim 13, wherein said at least one pair of weakened areas provides separation control when said first and second container portions are separated in at least one direction of separation.

23. The apparatus of claim 13, wherein said at least one pair of weakened areas provides  
10 separation control regardless of the direction of separation of said first and second container portions.

24. The apparatus of claim 13, furthering including no more than three said adhesive spots and a pair of said weakened areas associated with each said adhesive spot, each said pair of  
15 weakened areas including a first weakened area disposed adjacent to said respective associated adhesive spot on said first container portion and a second weakened area disposed on said second container portion in alignment with said first weakened area, whereby when said first and second container portions are connected together, one of each of said first and second weakened areas overlays the other said weakened area.

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25. The apparatus of claim 24, wherein the shape of at least one of said at least two cuts of each said weakened area is at least partially linear.

26. Apparatus for fastening together at least two container portions of at least one among an envelope, mailer, form and brochure and allowing the separation thereof, the apparatus including:

first and second container portions, said first and second container portions being engageable;

at least one adhesive spot disposed upon at least one of said first and second container portions and being capable of fastening together said first and second container portions; and

at least one weakened area disposed upon at least one of said first and second container portions, each said at least one weakened areas being adjacent to one of said at least one adhesive spots when said first and second container portions are fastened together by said at least one adhesive spot, each said at least one weakened area including a plurality of cuts, wherein at least one of said plurality of cuts of at least one of said weakened areas at least partially overlaps at least one other among said plurality of cuts of said weakened area, whereby said at least one weakened area assists in easing the separation of said first and second container portions by limiting the tearing of at least one among said first and second container portions proximate to said at least one adhesive spot without detachment of a substantial part of either of said first and second container portions proximate to said at least one adhesive spot during separation of said first and second container portions.

27. The apparatus of claim 26, wherein at least three among each said plurality of cuts of each said weakened area at least partially overlaps at least one other of said plurality of cuts.

28. The apparatus of claim 27, wherein the shape of at least one of said plurality of cuts of each said weakened area is at least partially linear.

29. The apparatus of claim 26, further including a plurality of connectors, one said connector  
5 extending between each adjacent said cut of each said plurality of cuts of each said weakened area, wherein each said connector does not face said adjacent adhesive spot.

30. The apparatus of claim 29, further including at least three said adhesive spots and at least three said weakened areas, wherein said at least three adhesive spots are capable of fastening  
10 together said first and second container portions in the absence of any other adhesive for fastening together said first and second container portions.

31. The apparatus of claim 30, wherein at least three among each said plurality of cuts of each said weakened area at least partially overlaps at least one other said cut.

15 32. The apparatus of claim 30, further including at least one tab extending from at least one among said first and second container portions, said at least one tab being useful in enabling separation of said first and second container portions.

20 33. The apparatus of claim 30, further including one or more graphical representation printed on at least on among said first and second container portions to indicate at least one preferred direction of separation of said first and second container portions.



34. The apparatus of claim 30, wherein the shape of at least one of said plurality of cuts of each said weakened area is at least partially linear.

35. The apparatus of claim 30, wherein the shape of at least one of said plurality of cuts of  
5 each said weakened area is at least partially arcuate.

36. The apparatus of claim 29, wherein the length of each of said plurality of connectors and said plurality of cuts is selected to provide desired separation control and sturdiness.

10 37. The apparatus of claim 26, wherein the size and positioning of each said weakened area is selected to control separation of said first and second container portions in any among three general directions of separation.

38. The apparatus of claim 26, wherein at least one said weakened area has an overall  
15 generally V shape to provide separation control of at least one among said first and second container portions in at least one direction of separation.

39. The apparatus of claim 26, wherein at least one said weakened area has an overall generally U shape to provide separation control of said first and second container portions in any  
20 among up to three directions of separation.

40. The apparatus of claim 26, wherein the size and positioning of each said weakened area is selected to provide separation control of at least one among said first and second container portions in any either among two directions of separation.

5 41. The apparatus of claim 40, wherein at least one said weakened area has an overall generally L-shape to provide separation control of at least one among said first and second container portions in either among two directions of separation.

42. The apparatus of claim 26, wherein at least one among said first and second container  
10 portions is removable along at least one perforation line.

43. The apparatus of claim 42, wherein at least one among said first and second container portions is substantially simultaneously separable from the other of said first and second container portions proximate to said at least one adhesive spot and removable along said at least  
15 one perforation line.

44. The apparatus of claim 42, wherein at least one among said first and second container portions is removable along said at least one perforation line subsequent to separation from the other of said first and second container portions proximate to said at least one adhesive spot.

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45. Apparatus for sealing together at least two container portions of at least one container and allowing the separation thereof, the apparatus including:

first and second container portions, said first and second container portions being engageable, wherein at least one among said first and second container portions is removable from the at least one container and the at least one container may thereafter be resealed;

at least one adhesive spot disposed upon at least one among said first and second  
5 container portions and capable of fastening together said first and second container portions; and

at least one weakened area disposed adjacent to one of said at least one adhesive spot, whereby said at least one weakened area assists in easing the separation of said first and second container portions by limiting the ply separation of at least one among said first and second container portions proximate to said at least one adhesive spot without detachment of a  
10 substantial part of either of said first and second container portions proximate to said at least one adhesive spot during separation of said first and second container portions.

46. The apparatus of claim 45, wherein at least one among said first and second container portions is removable from the at least one container along at least one perforation line.

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47. The apparatus of claim 46, wherein the at least one container is an envelope and said at least one perforation line extends at least partially along the top edge of the envelope.

48. The apparatus of claim 47, wherein the at least one container is an envelope and said at  
20 least one perforation line is at least partially angularly oriented.

49. The apparatus of claim 47, wherein the top edge of the envelope includes at least one non-perforated section to prevent inadvertent breaking of said at least one perforation line.

50. The apparatus of claim 46, wherein the at least one container is an envelope and said at least one perforation line does not extend along the top edge of the envelope.

5 51. The apparatus of claim 50, wherein the at least one container is an envelope and said at least one perforation line is at least partially angularly oriented.

52. The apparatus of claim 46, wherein at least one among said first and second container portions is substantially simultaneously detachable from the container and separable from the  
10 other of said first and second container portions.

53. The apparatus of claim 45, wherein said at least one adhesive spot is alone capable of fastening together said first and second container portions absent any other adhesive for fastening together said first and second container portions.

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54. The apparatus of claim 45, wherein said at least one weakened area includes a plurality of cuts, wherein at least one among each said plurality of cuts at least partially overlaps at least one other among said plurality of cuts.

20 55. The apparatus of claim 54, wherein each said weakened area includes a plurality of connectors extending between adjacent said cuts of said respective weakened area, wherein each said connector is oriented at least partially generally sideways relative to said adjacent adhesive spot.

56. The apparatus of claim 45, wherein each said weakened area is disposed at least partially along the trailing side of one of said at least one adhesive spot.

5 57. The apparatus of claim 56, wherein each said weakened area surrounds at least one adhesive spot.

58. The apparatus of claim 45, wherein said at least one weakened area includes a plurality of cuts, wherein the shape of at least one of each said plurality of cuts is partially linear and  
10 partially arcuate.

59. The apparatus of claim 45, wherein at least one said weakened area has an overall generally U shape.

15 60. The apparatus of claim 45, wherein at least one said weakened area has an overall generally L-shape.

61. The apparatus of claim 45, wherein the at least one container is a brochure.

20 62. The apparatus of claim 45, wherein the at least one container is a booklet.

63. The apparatus of claim 45, wherein the at least one container is a box.

64. The apparatus of claim 45, wherein at least one among said first and second container portions including detachable coupons.

65. The apparatus of claim 55, wherein said at least one adhesive spot is formed with a minimal size to provide sufficient adhesive bonding of said first and second container portions, further wherein said at least one weakened area is formed with a sufficient size to provide separation control.

66. The apparatus of claim 65, wherein the at least one container is a folded form.

67. The apparatus of claim 65, wherein the at least one container is a welded form.

68. Apparatus for fastening together at least two container portions and allowing the separation thereof, the apparatus including:

first and second container portions, said first and second container portions being engageable;

at least one adhesive spot disposed upon at least one among said first and second container portions, wherein said at least one adhesive spot is alone capable of fastening together said first and second container portions absent any other adhering mechanism for fastening together said first and second container portions, and wherein a first said adhesive spot is disposed upon said first container portion; and

at least one pair of weakened areas, each said weakened area including a plurality of cuts, wherein at least one of said plurality of cuts of at least one said weakened area at least partially

overlaps at least one other among said plurality of cuts, wherein a first said pair of weakened areas includes a first weakened area disposed adjacent to said first adhesive spot on said first container portion and a second weakened area disposed on said second container portion in alignment with said first weakened area, whereby when said first and second container portions  
5 are connected together, one of said first and second weakened areas overlays the other said weakened area,

whereby said at least one pair of weakened areas assists in easing the separation and release of said first and second container portions by limiting the tearing of said first and second container portions proximate to said at least one adhesive spot without detachment of a  
10 substantial part of either of said first and second container portions proximate to said at least one adhesive spot during separation thereof.